

Message Text

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ACTION EUR-06

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UNCLAS STOCKHOLM 1620

FOR BIC/OIM/MRD/216

E.O. 11652 N/A

TAGS: BEXP, SW

SUBJECT: MARKET RESEARCH: BIDS SUMMARY AND RECOMMENDATIONS:

TARGET INDUSTRY RESEARCH: FOOD PROCESSING & PACKAGING

EQUIPMENT-SWEDEN

REF: A-1665

1. EIGHT FIRMS WERE INVITED TO BID, OF WHICH SIX SUBMITTED
BID PROPOSALS AFTER READING THE SPECIFICATIONS. SUMMARY OF
BIDS FOLLOWS, NUMBERS KEYED TO POINTS IN INSTRUCTION TO
BIDDERS. CURRENCY NOT REPEAT NOT IN PARENTHESIS IS FIRM BID.
\$1.00 EQUALS SKR. 4.40.

A) ANDREW KARNIG AND ASSOCIATES - 1) SWEDEN; 2) \$2,500
(SKR. 11,0000). 3) 30: 18 TRADE, 9 INDUSTRY, 2 OTHER. 5) IN
SWEDEN, CONSUMER LEVEL PRODUCT DEVELOPMENT FOR PRIPPS (BEER AND
SOFT DRINKS) AND MARGARINBOLAGET (FATS AND OILS). IN USA,
MARKETING AND ADVERTISING PLANNING FOR LIBBY'S, PROCTOR AND
GAMBLE, AND GENERAL FOODS, WHILE EMPLOYED BY J. WALTER
THOMPSON. BID RESPONSIVE.

B) INTERMARKETCO AB - 1) SWEDEN, GREAT BRITAIN, WEST
GERMANY, THE NETHERLANDS. 2) SW (\$2,727) SKR. 12,000;
GB - (\$3,863) SKR. 17,000; WG- (\$4,091) SKR. 19,000;
NE - (\$4,318) SKR. 18,000. (DISCOUNTS OF 3.3, 6.6 AND 10
PERCENT FOR 2, 3, OR 4 STUDIES RESPECTIVELY.) 3) SW -25;
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8 TRADE, 11 INDUSTRY, 6 OTHER; GB, WG, NE -40: 13 TRADE, 20

INDUCSTY, 7 OTHER. 5) NONE. BID RESPONSIVE.

C) CASTEN VON OTTER MARKETING AB - 1) SWEDEN. 2) \$3,300
(SKR. 15,520). 3) 30: 10 TRADE, 15 INDUSTRY, 5 OTHER
5) NONE. BID RESPONSIVE.

D) ORGANISATIONSKONSULT HANS G. TONNDORF: 1) SWEDEN. 2) \$3,700
(SKR. 16,280). 3) 30: 10 TRADE, 15 INDUSTRY 5 OTHER -
(BREAKDOWN SUPPLIED VERBALLY). 5) CANNED FRUIT, FOR HARBRIDGE
HOUSE (BOSTON) ON BEHALF LATIN AMERICAN EXPORTERS. BID
RESPONSIVE SINCE TIMING NEGOTIABLE.

E) GIDLOF & WISTROM AB/EGW: 1) SWEDEN. 2) (DENIQIL
SKR. 16,800. 3) 30: 10 TRADE, 15 INDUSTRY, 5 OTHER. 5) NONE.
BID RESPONSIVE. (BREAKDOWN SUPPLIED VERBALLY.)

F) KONSULTERNA: 1) SWEDEN. 2) (\$4,318) SKR. 19,000.
3) 25: NOT SPECIFIED. 5) PACKAGING MATERIAL, TRE WELL AB,
WENNERGREN-WILLIAMS AB. BID NOT RESPONSIVE, CONTRACTOR
UNWILLING COMPLY WITH FINAL REPORT DEADLINE.

2. WE RECOMMEND CONTRACT BE AWARDED TO LOW BIDDER, ANDREW
KARNIG AND ASSOCIATES. ALTHOUGH WE DOUBT STUDY CAN PROFITABLY
BE CONDUCTED FOR \$2,500, BIDDER STATES HE FULLY UNDERSTANDS
SPECIFICATIONS AND HAS BID LOW BECAUSE HE WANTS THE CONTRACT.
KARNIG EAGER TO DEVELOP BUSINESS WITH COMMERCE, FEELS THAT
FIRST EFFORT (METALLURGY AND METALS ENGINEERING) WAS NOT AS
GOOD AS HE IS ABLE TO PRODUCE DUE MAINLY UNFAMILIARITY OIM
REQUIREMENTS. HE APPARENTLY WILLING TO PRODUCE STUDY AT COST
OR BELOW IN ORDER TO PROVE HIMSELF CAPABLE OF FURTHER CONTRACTS.
WE RECOMMEND HE BE GIVEN THE CHANCE.
HIRABAYASHI

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